



Talk to your patients about tobacco.

ASK about their tobacco use
ADVISE them to quit
REFER them to Quit Now Kentucky

Quit Now Kentucky is a free, statewide, telephone based tobacco cessation service. The quitline offers:

- one-on-one proactive counseling for tobacco users who are ready to quit
- support for people who want to stop smoking or using other tobacco products
- information on tobacco dependence for health care professionals
- and, information about local resources to help tobacco users quit

The free quitline service is available to everyone in Kentucky age 15 and over who wants to break his or her addiction to tobacco. Services are available in English and Spanish at the time of the call. Counseling in other languages is available free through a third party translation service. Services are also available for the deaf and hard-of-hearing.

Quitline hours of operation are flexible to meet nearly everyone's needs. Counselors are available Monday through Sunday 8:00 am to 1:00 am EST (7:00 am to 12 midnight CST) – 119 hours a week.

National Jewish Health operates Quit Now Kentucky. Callers to Quit Now Kentucky speak with coaches trained to assist them with quitting. Coaches have a minimum of a Bachelors degree or equivalent and are trained in behavioral modification and motivational interviewing. Quitline coaches receive clinical supervision from a PhD. level specialist and work closely with psychologists trained in tobacco cessation and motivational interviewing/behavioral change. The training program in addiction, tobacco cessation techniques, and motivational interviewing/behavioral modification meets all ATTUD (Association for the Treatment of Tobacco Use and Dependence) competencies.

Multiple scientific reviews have established that proactive telephone counseling through quitlines is an effective cessation method. The *U.S. Public Health Service Clinical Practice Guidelines* and the *Guide to Community Preventive Services* both recommend quitlines as an effective method to help people stop using tobacco.

- Advise patients to quit.
- For your patients who are contemplating quitting, refer them to Kentucky's Tobacco Quitline at 1-800-QUIT NOW.
- If your patient wants to quit within the next 30 days, provide them with a fax referral form.
- For patients desiring online cessation or more information refer them to www.QuitNowKentucky.org.

For fax referral forms and other outreach materials, contact Tobacco Prevention and Cessation Program at 502-564-9358.

Some outreach materials may be downloaded from the program's web site at <http://chfs.ky.gov/dph/mch/hp/tobacco.htm>.